

1890 The Hecht Co. Silver Jubilee 1921

New Suits of tweed & heatherspun

A new group brought forward for the Jubilee, **\$15**

Tweeds and jerseys; heralded unanimously as the ideal all-round, all-purpose suits—acceptable at any day-time occasion and always trig and trim!

Akin to all seasons and every fickle change of weather—their colors delightfully new and Springlike.

New touches at collars and pockets—novelty tuckings and new button trimmings—these add effectively to the appearance of many; others there are in conservative tailored styles. Sizes 16 to 20 and 34 to 44.

(one of the many sketched)

Sale fur chokers, \$15

Quite the smartest accessory for dress wear with suit, frock or coat! These are exceptionally rich pelts including squirrel, mink, ringtail opossum.

Fur Shop—Second Floor.

(Apparel shops—second floor.)



Among the big events are new Afternoon and Sports

DRESSES

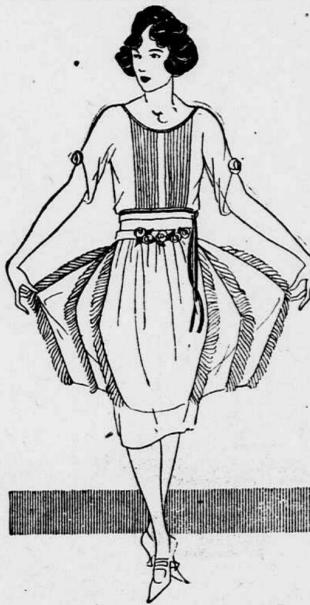
of such fashionable silks as Roshanara crepes; Canton crepes; mignonettes, taffetas. **\$25**

You are going to like every dress in the lot, for each is radiantly new and smart.

Afternoon frocks of mignonette and taffeta are gay with embroidery and beading. These come in a host of new stylings that keep step with the last clock tick of fashion. Sizes 16 to 20 and 34 to 44.

Sports frocks with overblouses fashioned of rich mignonette and crepe de chine and colored rose, copen, jade and other sports shades. The skirts are of soft white crepe de chine.

(Apparel shops, second floor.)



1896-1921—the Silver Jubilee comes into its own. It's the biggest sale in our twenty-five years of storekeeping; planned generously to let you select from our new stocks at prices decidedly in your favor.

It takes four pages to tell today's news!—and then the story is only partly told. For the sale is store-wide; every section joins in the movement; wherever you turn Silver Jubilee signs present such bargains as these:

* See Today's Post for two more pages.

See another advertisement on page 6, part 4.

Thanks are due to our business neighbors—

who so graciously sent flowers and called in person to congratulate us on our Silver Jubilee.

It is good for stores as well as people to work in unity of spirit; to take joy in another's prosperity; to express that joy in gracious thought or deed.

We thank them for this manifestation; we hope to reciprocate in their Silver and Golden Jubilees.

Women's glove silk vests, \$1.89

A SILVER JUBILEE price for first quality glove-silk vests. Favored flesh shade. Bodice top.

Glove-silk bloomers, \$2.39—flesh shade.

Women's ingrain silk hose, \$1.85

FULL-FASHIONED and finely finished silk stockings—ingrain silk from top to toe. Black only.

16-button silk gloves, \$1.19

LOWEST price yet known for silk gloves of this quality. 16-button length; double finger tips; guaranteed service. White, pongee, mode, navy and black.

A jubilee feature for missés and women

Coats & wraps, \$19.50

Mayhap a cape is your choice—here are those smart circular serge capes of men's wear serge that know the meaning of wear. A pleasing array of styles in these makes choosing all the more tempting.

New wraps of velour revel in new silk stitchery and embroidery—belted sports coats also of velour prove how effective regulation styles can be.

Then, too, there are the much-wanted Polos, belted and flare, to meet all tastes. These in soft quality fabrics and beautifully tailored. Sizes 16 to 20 and 34 to 44.

(Apparel shops, second floor.)

Silk petticoats, \$2.85

JERSEY silk petticoats, and while we promised not to use the J maker's name, we can tell you \$2.85 is absurdly low for silk petticoats of this quality.

Made with deep accordion-pleated ruffle. Colors are black, brown, lavender, gray, tangerine, copenhagen.

Amoskeag gingham aprons, 89c

THE popular GRETCHEN style with pocket and tie-sash in back. Trimmings with rick-rack braid. Fast colors; neat patterns.

Women's blanket robes, \$3.95

GENUINE Beacon Blanket bath robes. Each bears the Beacon label—assurance of their quality.

Deep collar revers; satin facings; cord trimming. Light and dark colors.

Brought forward for the Jubilee!

More of these Philippine Handmade blouses **\$1.95**



(four styles—two sketched)

Exclusiveness yoked with economy. Becoming blouses of rare witchery. Handmade throughout, with touches of embroidery and hand-drawn work in clever new designs.

Both tuxedo and vest styles with square neck. Trim, tight-fitting cuffs fastening with tiny pearl buttons. Some blouses lace trimmed.

Just the blouses you are wanting for wear with sweaters and smart sports coats. Sizes 34 to 44.

(Blouse shops, third floor.)

Riding Habits

\$39.75

Frequenters of the bridle path will be interested in this sale of correct riding habits.

Smartly tailored of sturdy tweeds, cassimeres, meltons and the ultra-fashionable herring-bones.

Linen riding habit, \$19.75

Straightline and belted models for summer wear. Sports shops, first floor mezzanine.

Women's nightgowns, 69c

Soft crinkly crepe; some in tailored models, hand embroidered; some slipover styles with kimono sleeve and lace trimming.

Bloomers, 69c—Pink crepe and satinette; elastic and ruffle at knee.

Envelope Chemise, 69c—Tailored models in white or flesh cambric. Armhole or shoulder strap styles.

\$3 curtains

\$1.69

Sheer marquisette with 4-inch lace insertion and edge made with valance. Headed and ready to hang.

\$19.50 grass rugs, \$13.75

9x12 size—in carpet patterns

Something new, Grass Rugs in faithful reproductions of Wilton and Axminster patterns. A real rug that can be used the year round. Also in sizes:

8x10 ft., at \$12.75.
6x9 ft., at \$7.75.

Also two matching rugs, 4 1/2x7 1/2 and 3 1/2x7 1/2, for \$7.50—more practical for porches than two large rugs.

25% reduction on corsets

to focus attention on our 25th Anniversary

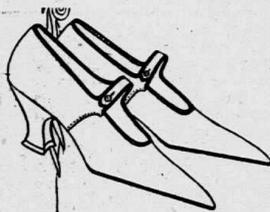
This 25% reduction is made solely to tie up with our 25th Anniversary and the reduction is for tomorrow only. Choose from all these makes:

—Lace-front Frolaset —Ferris
—Gotham rubber girdle —Selma
—B. & J. Grecian Treco —La Vida
—Madame Irene —W. B. Redaso
—American Lady —R & G Corsets
—Sample Girl —Pay 25 per cent less

Sample brassieres and bandeaux, 89c

A maker favors us with his sample line for the Silver Jubilee. Lace and novelty materials in white and flesh. Various styles; all samples.

We're putting our best foot forward for this Silver Jubilee Feature



Women's Hanan shoes, The Hecht Co. shoes

\$6.95

The Hanan Shoes are in pumps and oxfords, in patent and dull leathers. At this absurdly low price because they are chiefly in narrow widths.

The Big Selection Comes in The Hecht Co. Shoes

Oxfords with military heels may be had in:
—Light tan calf
—Dark brown calf
—Brown kid
—Black kid
All have Goodyear welt soles; some have wing tips and cross tops.

Dress slippers of black satin, dull black calfskin and light and dark gray buck. One-strap styles with high Louis heels.

Walking pumps of brown calfskin in the new one-strap style, with military heels.

Sport skirts: Sale

Baronets and woolens. **\$8.95**

Regular and extra sizes.

Baronet satin skirts, irresistible in their lustrous sheen and bright colorings of rose, copen, jade, lavender, flesh and navy, as well as warm, ivory white.

Woolen plaid skirts in a variety of colors and plaitings and men's wear serge skirts in navy or black, offering either straight or plaited styles.

(Apparel shops, second floor.)

25c curtain scrim, 9c

Below manufacturers' cost for attractive curtain scrim; white with colored borders, in rose, blue, tan and green floral patterns. 36 inches.

Sheets, \$1.09

Sleepy Hollow and Wearwell Full Bleached Seamless Sheets; choice of these sizes: 63x90, 81x90.

Pillowcases, 23c—42x36.

\$2.50 Sheets, \$1.39—81x90.

Towels, 10c—Huck, 17x34.

\$2.95 Bedspreads, \$1.95—crochet, reversible, 64x90.

75c Table Damask, 48c—Mercerized cotton, 58 inches wide.

\$5 and \$6 silk cushions, \$2.95

Manufacturers' samples, filled with silk floss; attractively colored with silk.



KNOX sailors

\$10

Straight Brim Sailors, Tricornes, Novelties, etc.

KNOX sailors, please, in the approved spring styles for less than the price of any ordinary good sailor. Sale is for Monday only.

Girl's sport hats, \$1.95

(one style is sketched below)

As shown, these are popular roll brim sailors, but these are distinguished by exceptional quality.

Fine Leghorn and Milan straws in white, navy, black and brown, trimmed with streamers of wide grosgrain ribbon.

(Girls' shops, third floor.)

Sale girls' COATS \$8.95

made to sell for \$10.95 to \$16.75

A fine lot of good girl styles in three-quarter and full length. Belted regulation models, some belted at the front with flare at the back.

Fashioned of fine quality fabrics—homespun, covers and polo cloths.

All are half lined and trimmed with natty bone buttons. Splendid colorings throughout, such as tan, rose, Pekin and navy. Sizes 8 to 14.



Small Boys' Wool Jersey

SUITS \$3.95

Soft quality wool jersey in olive and greenish tones; made into smart Middy and Oliver Twist styles.

Complete with braiding in white, emblems on collars and big middy ties. Sizes 3 to 10.

Boys' golf caps, 69c

Blue serge and fancy mixtures, in the popular pleated one-piece top or six-quarter styles. Lined or taped. Sizes 6 1/2 to 7 1/2.



Word rolls 65c for player-pianos

Lowest price we've ever known for NEW APRIL ROLLS. Included also are such recent "hits" as

Broadway Rose It's All Over Now Margie
Strut Miss Lizzie My Manny Maze
Grieving For You Bright Eyes

Fourth floor.

The Hecht Co.
Seventh at F

Jubilee sale slip covers three for \$12.75

Just for anniversary we will measure, cut and make for you complete slip covers for any three-piece suite—the material not to exceed 20 yards.

Fine linene stripe is the material used and you may have a choice of 6 patterns.



A trained nurse is here

—to advise you concerning baby and to help select proper apparel and furnishings.

(Toys' shop—third floor.)

Girls' pumps & oxfords, \$3.65

Patent leather and tan calf oxfords and oxford pumps, strap pumps. Also pumps of white reigncloth English and broad toes. Sizes 2 1/2 to 7.

All Billiken shoes reduced

Our entire stock at lower prices during Silver Jubilee. Billikens are made without nail or seam; they let little feet grow as nature intended without binding or cramping. All leathers.

Sizes 5 to 11 1/2 at \$3.95
Sizes 12 to 7, \$4.95

